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# 12/04/1989 - Marketing Study Continues

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

ART TATE, Assistant Director, University Relations  
Office: (217) 581-5983 - Home: (217) 348-7553

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FOR IMMEDIATE RELEASE:

MARKETING STUDY CONTINUES

CHARLESTON, IL.-- All faculty and staff of Eastern Illinois University and 600 students and 600 alumni will shortly be receiving a questionnaire about the University as part of a marketing study being conducted by a national consulting firm.

The findings of the questionnaire will provide quantitative information to be added to a strategic analysis of the Board of Governors of State Colleges and Universities System and its five universities recently completed by Siegel & Gale, consultants from San Francisco.

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The purpose of the study is to develop strategic marketing plans for the BOG and its institutions which will provide them with specific methods for communicating to their various publics.

The firm is in the process of developing a complete analyses of the strengths, weaknesses, opportunities and threats of the BOG System as a whole and each university as part of Phase I of the project. A full presentation will be given to the Board at its Dec. 7 meeting at Northeastern Illinois University, Chicago.

Phase II of the project will conclude with the creation of a marketing plan for Eastern, the BOG system, and Chicago State, Northeastern, Governors State and Western Illinois Universities.